

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

October, 1969

In this Issue:

Employees Enjoy Retirement

The Vanishing Mansion

Tournament Winners



Profile

Vol. 2, No. 4

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Published monthly for the employees,
their families, and friends of



BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

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AUTUMN LEAVES

Autumn leaves swimming holes grown chilly,
and dusty baseball gloves lying limp on the
shelf.

Autumn leaves summer's show; winter stands
in the wings and the days begin with the
crisp morning sun frostily glittering upon
everything in sight.

Autumn leaves thousands of football fans
downright limp almost every Saturday
afternoon wherever Florida teams are
doing their thing.

Autumn leaves one with a feeling of
hayrides and apple cider, Trick or
Treat, apple dunking, the sweet aroma
of burning leaves, and Homecoming.

Autumn leaves of many hues — cinnamon,
cranberry, apricot, lemon and lime — are not
as tasty as they sound, but it is an
interesting and intoxicating array of colors.

Autumn leaves . . . they fall when the fruit
is ripened and their work is done.

For you, an employee of Florida Blue Cross
and Blue Shield, your work is never done.
Autumn leaves you with an opportunity to
take stock of your shortcomings and to
finish 1969 in a most productive manner.

About the cover . . .



This Halloween season, one might think spooks
and goblins are inhabiting the room on the cover.
No such thing. It's just the editorial staff up to
its old tricks. This room is one of many in the old
Porter Mansion on Riverside Avenue (see pages 8
and 9) before it was razed a couple of weeks ago.

TEN EMPLOYEES REAP RETIREMENT BENEFITS



In addition to many fringe benefits you enjoy as a Blue Cross and Blue Shield employee such as vacations, paid health insurance and life insurance, the company offers you an excellent retirement program.

The cost is entirely paid by the company . . . you do not contribute to this program. The additional compensation has the advantage of being tax deferred . . . you do not pay Federal income tax on this portion of your income until you begin drawing retirement benefits.

You begin accruing retirement income under the retirement program after you have worked three years for any Blue Cross or Blue Shield Plan, provided you are at least 25 years of age, but not over 55. This is in addition to retirement benefits through Social Security, to which the company also contributes.

Employees are required to retire at the end of the month in which they become 65 years of age. However, starting this year, management put into effect a relatively new idea for retiring employees. Beginning two years before an employee is eligible for retirement, he is given one "R" day a week. At the start of the year in which he retires, an employee is given two "R" days a week. The initiation of this new type of program is to gradually "condition" the employee to getting used to being away from work. As of this October, there are eight employees presently enjoying "R" days, five receiving two days off a week and three receiving one off a week.

How are those employees who have retired enjoying their life of leisure? Evidently several are taking advantage of the time to travel as we had difficulty contacting several retirees who were out of town. We finally succeeded in reaching everyone but Effie Cureton who lives in Tallahassee. The nine retirees whom we did hear from volunteered some very interesting remarks which are reprinted on this page and the following page.



Effie Cureton

Three employees who retired from the company but have since passed away were Jesse Zim who began his career in 1945 as the first Enrollment Representative, Sue Cloverdale and Edward Bolen.

Presently there are three employees who are on "disability," including Mr. Paul Graefe, St. Petersburg; Mrs. Sara Cox, West Point, Georgia; and Mrs. Geneva Rogers, Jacksonville.

Another employee benefit that should be of interest to many of the employees in our organization is that portion of group life insurance that can be retained after retirement.

When an employee reaches the age of 65 and retires, his group life insurance in the maximum amount is still carried in force until he reaches age 70. From age 70 to 75, he retains one half of the total policy; after age 75 the policy

remains at \$1,000 minimum for the rest of his life. The company pays full premium on the entire amount of this group life insurance.

RETIREES' RAMBLIN'S

MRS. ALTHEA PARKER

was a familiar face to many employees as she managed the Coffee Shop formerly on the first floor. She spent five years with the company and retired in December, 1961.

"I have enjoyed every moment of my retirement because it gives me time for raising flowers and gardening," she says. From May through September, Mrs. Parker spends her time in North Carolina living in her trailer.



Althea Parker

MRS. MILDRED BRADDOCK retired on April 30 this year after spending 22½ years with the company. She worked in Enrollment, Subscribers Service-Direct, our former cafeteria and Medicare A.

Mildred's retirement has given her time to enjoy knitting, needlepoint, fishing and traveling and visits to friends in the mountains in Georgia, Tennessee and North Carolina. While visiting New York recently she enjoyed a Broadway show and the famous Rockett dancers. Mildred writes, "I keep a suitcase packed and when anyone says 'go,' I'm ready."

MR. S. H. (Hal) HAMILTON writes from Tampa, "Since retiring on August 1, 1966, I have kept busy gardening and traveling. I make an annual trip to the West and South of the Border and also visit my son, Dick, in Atlanta about four times a year."

Hal was with Blue Cross and Blue Shield nearly nine years as a Hospital Relations Representative out of the St. Petersburg Branch Office. He had previously retired from the United States Air Force as a colonel after 30 years of service.



Mildred Braddock



Hal Hamilton

(Continued on page 4)

(Continued from Page 3)

MR. C. O. LANGSTON, who lives in Jacksonville, writes from North Carolina where he is enjoying a cool, delightful summer at the Clear Creek Trailer Lodge and Camp Grounds in his trailer.

This past August 31 marked his third anniversary of retirement following 16 years spent as Purchasing Agent and Manager of Services in Jacksonville.

Mr. Langston has traveled many places in his trailer and reports he enjoys this type of life very much. He concludes his letter by saying how fortunate he feels to have been associated with such fine people and our organization.



MRS. ADELE GRAHAM was Supervisor of the Mail Department when she retired in December, 1961, having completed nearly 12 years with the company. She is the sister of Mrs. White and, in fact, suggested Julia come to work in the Mail Room to assist with a temporary mailing job back in 1950. (See next column.)



Adele Graham

MRS. EMILY PFAFF retired in Pensacola on January 10, 1969, and writes, "It does take some adjustment after working for 16 years and enjoying my work. As the days went on I more thoroughly enjoyed gardening, sewing and visiting with my grandchildren."

Emily spent all her years with the company at the Pensacola Branch Office. She and her husband, John, recently completed a month's trip to California where they visited their daughter.

"I will never forget the wonderful send-off party given me on my retirement and the wonderful benefits. My pension and paid-up insurance means much to both of us."



John & Emily Pfaff



MRS. JULIA WHITE was employed as a "temporary" employee in December, 1950, but found herself retiring nearly 15 years later. Besides her years as Section Leader in the Mail Room, she was the first editor of the "News of the Blues" which she wrote from 1952-57 before turning it over to David Mancini. She was "Personality of the Month" in the February, 1958, "News of the Blues."

Her three children and four grandsons keep her busy. She's also active in church projects and does volunteer work at the Tuberculosis and Respiratory Disease Association during the Christmas Seal drive. "I certainly enjoyed working and was sorry when I reached retirement age, but often think of the good friends I have there," says Julia.



MRS. MARION FISHER started to work in 1950 for Tom Stallworth and Charlie Webb, and retired June 1, 1967. She took early retirement and states, "I am grateful for that monthly check that the company gives me without my having had to make any financial contribution."

What she enjoys most about retirement is not having to get up early in the morning and enjoying a leisurely breakfast and the morning paper.

She is pictured at her home in Mandarin following gardening chores which keep her busy a great deal of the time. She and her husband have planted and care for three acres of landscaped property including over 400 mixed shrubbery of azaleas, camellias, gardenias, orange trees, etc. She is a member of the Garden Circle and Civic Club. Summing up her retirement, Mrs. Fisher says, "It hasn't meant boredom. It has meant time to enjoy what I am doing, all the little things that make up life."

(Continued in next column)

Growth Reported

IN MASTER MEDICAL COVERAGE

According to recent information received from Marketing Vice President F. T. Stallworth, the past two to three years have seen unprecedented growth in Master Medical coverage with our sales force including this coverage in approximately 80% of all new group sales. The increase in membership having this added protection has also created the need for greater communication and coordination between the Master Medical Claims Department, our sales force, and the enrolled groups with Master Medical coverage.

To meet this need, the Claims and Sales Divisions have cooperated in the selection and training of a man who will serve as the liaison between the Claims Department, particularly the Master Medical Claims Section, and our sales force and enrolled groups.

TUCK NAMED AS COORDINATOR

Mr. Stallworth expressed appreciation to Claims Vice President J. D. Lewis whose thinking actually led to this new approach. He had the opportunity to work with Mr.



Jim Tuck

Lewis in interviewing the selected person who has now completed his training and is prepared to render assistance as indicated above. The person who has been selected for this unique position of Claims Service Representative is Jim Tuck, who will report directly to Mrs. Mary Lee Butler, Manager, Blue Shield Claims.

Mr. Tuck retired from the Navy in 1966 as a hospital

corpsman. Before joining the company in March of this year, he was administrator of an extended care facility in Connecticut.

Some of the things that may be effectively handled are as follows:

1. Mr. Tuck will, upon request by the appropriate person in the Sales Department, work with our larger accounts to set up an effective means of handling the Master Medical claims by the group.
2. Conduct area meetings to work with indicated employees of the groups in the area having Master Medical coverage for the purpose of offering help in the groups particularly on handling of Master Medical claims, etc.
3. Work with our field office personnel throughout the state regarding Master Medical claims administration, etc.

MRS. MILDRED GRAY served as secretary to Mr. C. DeWitt Miller, President of Blue Cross of Florida, from 1950 to 1966. Mrs. Gray worked in Orlando and writes concerning her retirement: "After years of employment I thought retirement would be wonderful—I would have time for my various hobbies including gardening, especially my rose garden. After a couple of years, however, I became less interested and greatly missed the activities of the business world. I am now secretary to a real estate broker in Orlando and am most happy to be active in business affairs once again." (No picture available.)

Regional Manager Assistant Named for Coral Gables Branch

Southern Regional Manager John Brothers has a new Administrative Assistant, the first of two to be hired in the field.



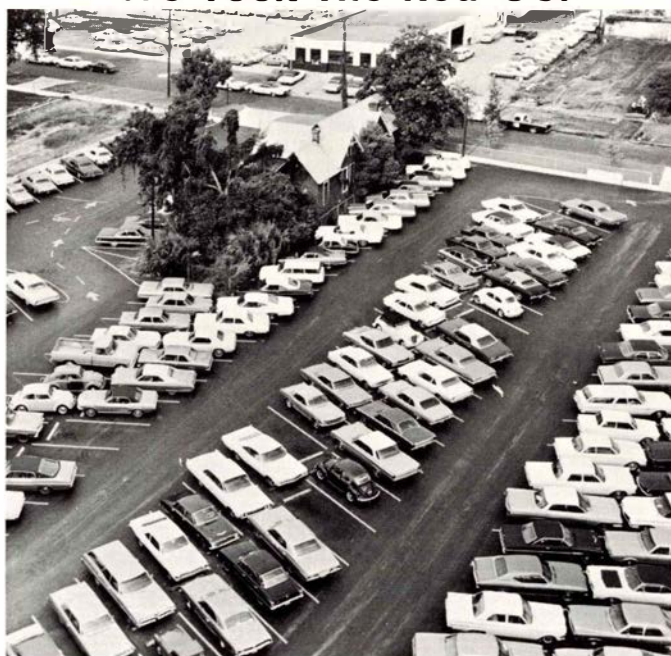
Ron Gentiluomo

Ron Gentiluomo recently moved to Miami from New York to accept this position. His primary responsibility is to relieve Mr. Brothers of as much of the administrative workload as possible. Some of his duties include promoting better liaison between field office claims service and home office information. He also will assist in conducting surveys in the field offices within the Southern Region, and in relocating, enlarging or revising present Southern Region offices. The job of opening new offices in that region will also be his responsibility, and he will assist in setting up itineraries for statewide meetings.

Mr. Gentiluomo spent seven years with the United Medical Service in New York as Division Chief, Standard Claims and Medicare Part B. Just prior to that, he was Manager of Medicare Part B with Group Health Insurance in New York for one and one-half years.

He spent four years in the United States Navy as a hospital corpsman specializing as an operating room technician. He and his wife, Edna, were married this past June. He has a ten-year-old stepson, Guy.

We Took The Red Out



Like the eyedrop commercial, we took the red out. The red house, that is.

Pictured here, it was the last building to be razed to make room for our parking facilities.

From Rosselle to Edison, from May to Oak, the entire area will be surfaced parking lots meaning additional parking for all Blue Cross and Blue Shield employees.

TELEPHONE PUZZLER

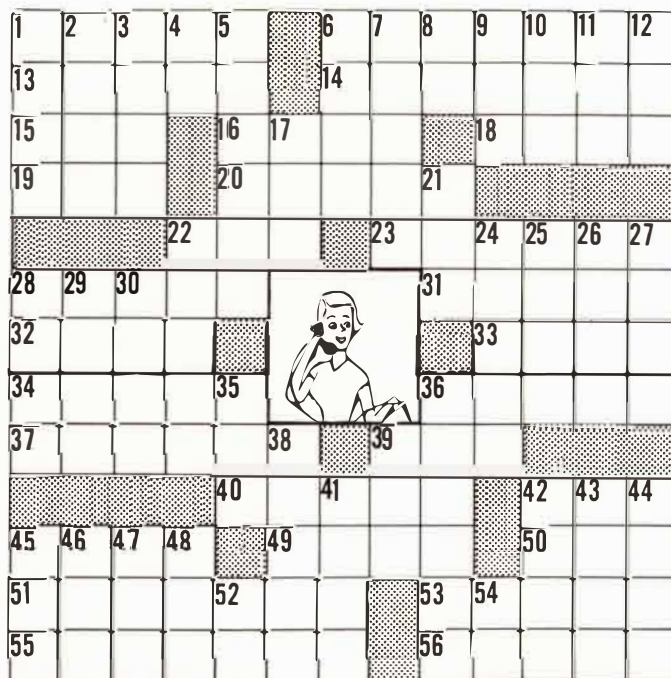
Across

1. 6. Good ones in business and personal life make your telephone work for you, not against you
13. Don't tie these up with long-winded gabfests
14. Rude
15. Good phone manners important at work and at home
16. If you want to be understood, don't too fast
18. What the boss wants every woman on the staff to sound like on the phone
19. Your tone of voice can make a simple or no sound pleasant or irritating
20. This word should not be used to answer a business phone
22. The telephone company operator is trained to turn voice into an asset
23. The way you talk on the phone can have a good or bad on your career and on company business
28. Emotion you must control when using the telephone
31. Management is likely to employees with whom it's pleasant to talk on the phone
32. When you make a, identify yourself promptly
33. Knowing and using area codes for Long Distance save and money
34. Your telephone manners, good or bad, have a part in forming your company's public
36. This is irritating when the operator calls you to the phone and makes you wait while she tries to find the person who placed the call
37. Tennis spectators
39. Title Misses aim for
40. On the telephone, your is you
42. Three rules for good phone manners are: 1. Speak distinctly; 2. Be helpful; 3. answer promptly
45. Talk too much
49. Discourtesy on the phone can mean the of a friend or a promotion
50. Teach your kidd—— to use the phone correctly
51. The way you enunciate words
53. It's good sense to distinctly
55. Call backs
56. Practice good phone manners. The job you save may be

Down

1. Don't let the children with the phone
2. Personnel managers like to people with good telephone manners
3. People with good phone manners are the you like to do business with
4. Bad phone manners get on your rves
5. Old Testament heroine
6. Meditate
7. Part of leg
8. Not Courteous (initials)
9. Zero

10. Extra Vocal Activity (ab.)
11. If you want to get ahead, get of bad phone manners
12. Sneaky
17. Combining form, air
21. Don't go away and leave the receiver the stand
22. Girl's name
24. Three mythical goddesses
25. Deliver us from
26. Torpor
27. Three spot
28. Sour substance
29. Identify yourself by when you make a call
30. The way to sound when someone calls you
35. Envelope (ab.)
36. Stylish
38. Legislator
39. Megacycles (ab.)
41. Free electrons
42. God (French)
43. People can't you if you don't speak into the mouthpiece
44. Inquires
45. Boarder (ab.)
46. Falsehood
47. Perform
48. British Thermal Unit (ab.)
52. Bad phone manners will impa.... your business usefulness
54. Good phone manners are a good licy



(See page 10 for solution.)

Direct Pay Higher Benefit Option

15-DAY LIMITED TIME OFFER



**15-DAY
LIMITED
TIME
OFFER**

(Offer expires in 15 days from date shown
on the enclosed "Higher Benefits Option"
application form.)

Because of constantly rising costs, your present health care coverage isn't enough. Now — during this 15-day open period — you have the opportunity to bring it up to date to meet these higher costs.

Read about the higher benefits available to you. Then fill out the enclosed form for the options you choose, and mail it to:



**BLUE CROSS[®]
BLUE SHIELD[®]**



P. O. Box 1798 Jacksonville, Florida 32201

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® Registered service marks of the National Association of Blue Shield Plans

ACT NOW!

Because of constantly rising costs, direct pay subscribers are being given the opportunity to increase their benefits. Beginning with the first of four mailings which started on October 7, Direct Pays have the opportunity to bring their contracts up to date to meet these higher costs.

The offer expires in 15 days from the date shown on the "Higher Benefits Option" application form which Direct Pays will be receiving throughout October and part of November.

All Direct Pays will be given this option except Complementary Coverage Subscribers. The College Student contract holders will get the option along with non-group, conversions and "H" contract holders.

In essence, the offering permits Direct Pays to increase their room allowance to \$30.00 a day. Those below \$24.00 a day can purchase \$24.00 or \$30.00 a day room allowances.

Direct Pays with "V" Blue Shield can move up to type "K" Blue Shield, with its higher benefit pattern. Likewise, those with "F" Blue Shield can move up to "T".

Direct Pays with Blue Cross only, will be able to add either the "K" or "T" Blue Shield contract — depending on whether they are conversions or non-group.

Blue Shield only Direct Pays will not be able to add Blue Cross.

Starting October 1, all transfers, conversions and non-group applicants will be offered the \$30.00 a day allowance — with a footnote that if they feel they do not want to pay this amount, they can obtain the \$24.00 a day room allowance at a lower rate.

Nursing Home Association Meeting



Messrs. Mel Snead and Dick Meyers, along with their wives, attended the annual convention of the Florida Nursing Home Association at Freeport, Grand Bahamas. During this meeting held August 19-22, both men participated in a panel discussion of Medicare activities. Blue Cross is intermediary for 42 extended care facilities in Florida. Mr. Snead is Vice President of Hospital Relations and Mr. Meyers is Manager of Blue Cross activities and Medicare "A".

Pictured here left to right are Mr. and Mrs. Snead, Mr. and Mrs. L. K. Thompson, Division of Health Services, (formerly State Board of Health), William Musgrove, Palmdale, Inc. (nursing home corporation), Mae Hodges, Secretary to J. W. Herbert, and her husband, an employee of the Division of Health Services, who also participated in the meeting.

A GRACEFUL RELIC OF THE PAST MAKI

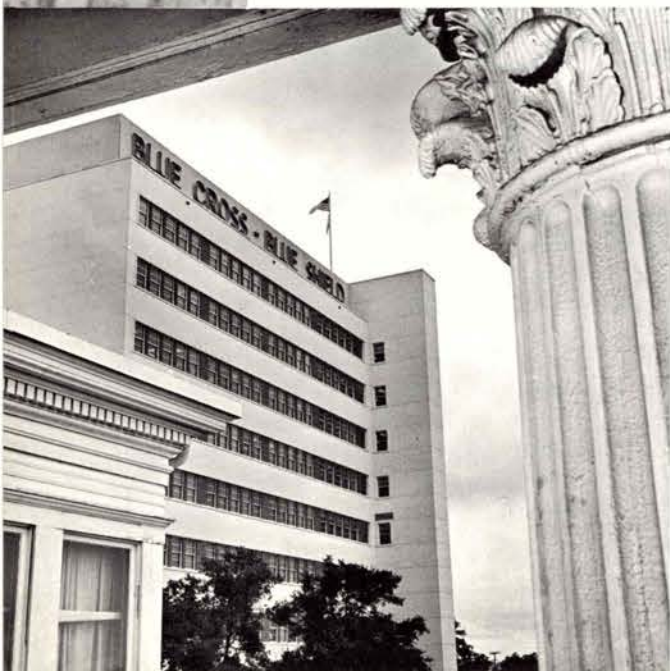


It was hidden behind a facade of neglected store fronts . . . on Riverside Avenue, just south of our home office. Once a mansion for Southern gentility, it died the death of a boarding house.

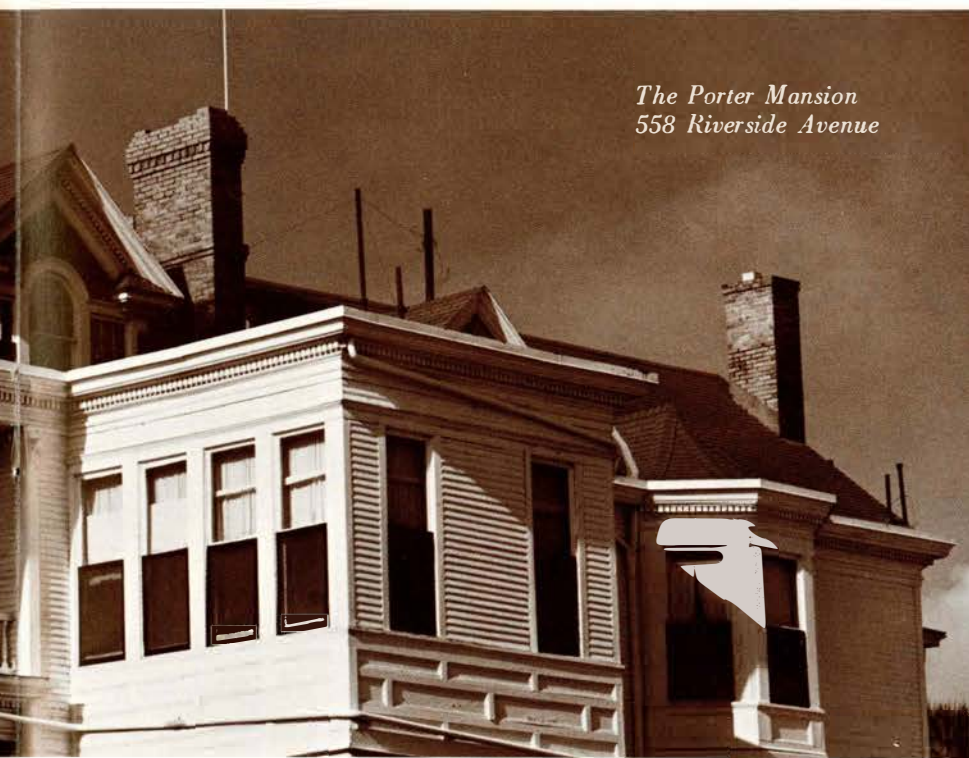
The faded elegance reflected in these photographs brings to mind sentimental imagery of a bygone era — when stately mansions stood proudly along the St. Johns River.



A study in architectural patterns between yesterday and today.

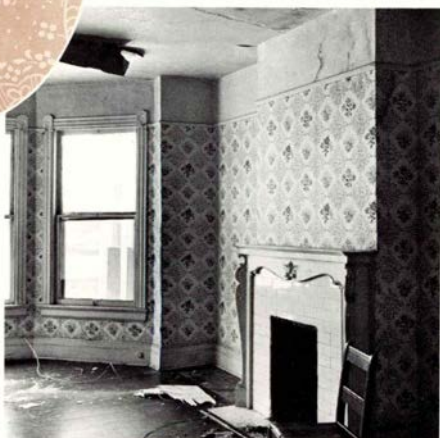


ES WAY FOR OUR FUTURE EXPANSION

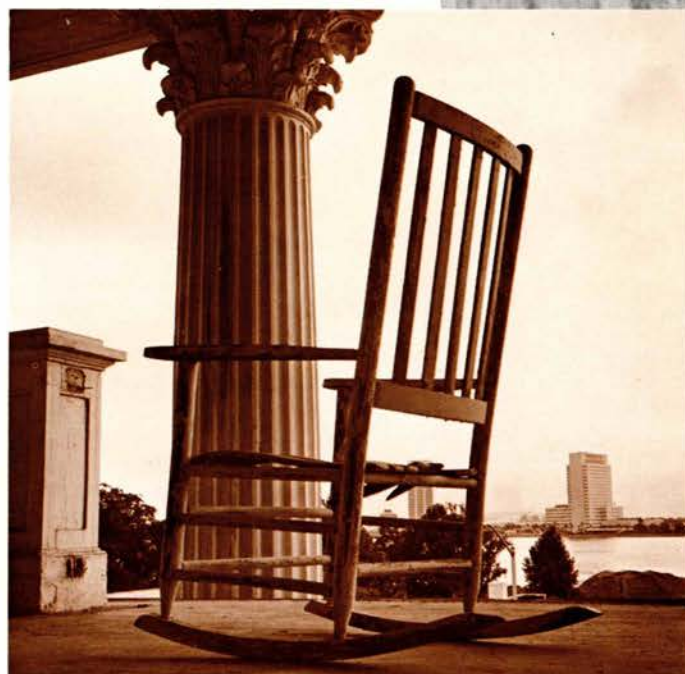


*The Porter Mansion
558 Riverside Avenue*

A walk through the old house prior to its destruction revealed a graceful front door with leaded windows, a wide majestic staircase, gigantic Corinthian columns and pasted to the wall in one of the numerous bedrooms, a small confederate flag that seems to pay an insignificant, but final tribute to the Old South.



The second floor veranda commands a majestic view of the St. Johns River with an interesting contrast in moods.



PERSONNEL...ITIES

DOUBLE(S) OR NOTHING



The four contestants remaining in the Employees Club Doubles Tennis Tournament had so many rain checks they couldn't believe they finally found a sunny day on August 30 to play their Championship match.

The elimination tournament, which began late last year, was won by our Legal Counsel John Slye and Dr. Sam Day, a member of our Claims Committee. After losing the first set 3-6 to 1968 Singles Champion George Lewis, Physician Relations Manager, and Harland Bradford, Special Assistant, they came back to win the next two sets 6-1 and 6-4.

Employees Club President Jim Guthrie is shown here awarding trophies to doubles winners John Slye, right, and Dr. Day.

EMPLOYEE RECEIVES \$250.00 SCHOLARSHIP AWARD

Linda Kay Wood, one of our summer employees who worked on a special project, was the recipient of a \$250.00 scholarship presented by the St. Johns River Chapter of the American Business Women's Association at their annual "Boss Night" on September 2. This is one of 10 chapters which makes presentations of scholarships to deserving young students.



Linda Wood

Linda is a senior at Georgia Southern College in Statesboro, Georgia, who plans to graduate this December. In addition to her studies there, she also attended Andrew College in Cuthbert, Georgia.

She is majoring in Special Education and will work with handicapped and retarded children. She is presently student teaching in Brunswick, Georgia.

Linda will use the scholarship money for books and tuition to assist her until her graduation in December. Congratulations to her for earning this award.

WHERE'S THE FIRE?

Ann Luke, Subscribers Service, has submitted the following item from Reader's Digest, August, 1969:

Posted on office bulletin board:

"In case of fire, simply flee building with the same reckless abandon that occurs each day at quitting time."

DOT COLEMAN SURPRISED BY AUTOGRAPHED NOVEL



Dot Coleman

While Dot Coleman was assisting Mrs. Teresa Holloway with a Medicare A claim problem, she suddenly realized she was talking to the author of 25 published novels and hundreds of newspaper articles and features.

Since Dot's son is a medic presently stationed in England, she and Mrs. Holloway shared a common interest in medical discussions aside from the Medicare claim. Dot, a Section Leader in Medicare A since 1966, learned Mrs. Holloway was writing a novel at that time whose main character was a nurse practicing in Florida. In fact, her book centers around the lives of doctors, nurses and hospitals in the Jacksonville locale.

Shortly after their final conversation about the claim, Dot was surprised to find Mrs. Holloway's book, "The Nurse on Dark Island" in her mail with the following inscription:

"To Mrs. Coleman with gratitude and best wishes. Teresa Holloway."

shared a common interest



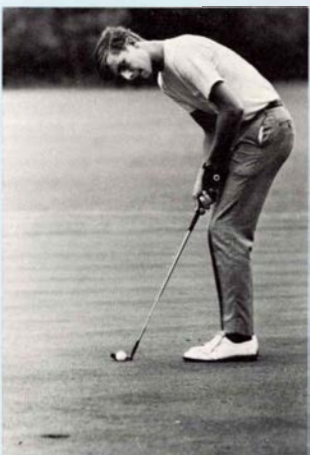
(Solution to Puzzle on Page 6)



John Slye, first place handicap winner with a score of 58, drives off the tee. He was second in the net division with a score of 86. At left is Jim Hughes with Ernie Gibson.



J. W. Herbert tees off while foursome members, from left, John Slye, H. A. Schroder and Ernie Gibson look on.



Davey Kelly's 85 won him first place for low scratch score.



"HACKAWAY" TOURNAMENT LURES 60 GOLFERS

Early morning rain did not deter 58 men and two gals who tramped over the Fernandina Beach Golf Course during the Employees Club Summer Tournament August 23. Prizes won by the following contestants were merchandise certificates redeemable at the Pro Shop.

HANDICAP WINNERS

First Place - Company Trophy
and \$15.00

John Slye—58

Second Place - \$7.50

Jim Holloway—59

Third Place - \$5.00

Tony Hartman—59

SCRATCH WINNERS

First Place - \$10.00

Davey Kelly—85

Second Place - \$5.00

John Slye—86

LONGEST PUTT

Dick Tall - \$2.50

CLOSEST CHIP

Johnny Rhoden - \$2.50

LONGEST DRIVE

Bob Flowers - \$2.50



Jim Holloway finished second with a handicap score of 59. Here he misses a close putt as Doug Naylor, left, and Jeff Clyatt look on.



From left to right, facial expressions tell the story and Gene Parr couldn't be happier with his putt, nor could Rocky Hughes, but Jim Cole grimaces as the ball stops short.



Jimmy Williams relaxes for a moment as Charlie Webb tallies the score.



Tony Hartman gestures ecstatically as his putt drops. Although Tony also had a 59, Jim Holloway had the best score on the first hole. John Smid, center, and Royall Rice were part of the threesome.

BOWLING HAS ITS UPS AND DOWNS

The Blue Cross and Blue Shield's Women's Summer Bowling League wound up the season with a banquet on August 28 at Sandy's Steer Room. The "Ups and Downs" were tops of all ten teams and earned first place team trophies, with second place awards going to the "Strikers." The "River Cats" took home third place trophies.

Hal Adams, Vice President of Administration, made the awards and also accepted, on behalf of the company, a sponsor's plaque given in lieu of the traditional trophy. League President Mabel Fleming explained, "The trophy case is running over so we decided to present Blue Cross and Blue Shield with the smaller plaque instead of a trophy."

The Ladies Winter League began on September 15 at Classic Lanes at 6:45 p.m. on Monday. Any ladies wishing to join the league should contact Mrs. Fleming (6285) if they are interested in getting on a team.



First Place Team: from left, Mabel Fleming, Yvonne Bishop and Nancy Kish. Mory Cohn was unable to attend and is at right.



Second Place Team: from left, Jean Lieneou, Carol Larson and Pat Kidd. Romie Martin was absent and is at right.



Third Place Team: from left, Eleonor Reid, Dot Rivers, Sue Falany and Lucy Player.



High Average
Pat Kidd
149



High Series Scratch
Dot McQuin
526



High Game Scratch
Lucy Player
201



High Series Hdcp.
Lynda Garner
627



High Game Hdcp.
Penny Hedrick
243



Most Improved
Maxine Henderson
11 Pins

JOANNE GARRETT WINS \$80.00 AWARD

The look on JoAnne Garrett's face showed total surprise when she was notified that her suggestion had won her \$80.00, the third largest suggestion award paid out since the program was initiated nearly a year ago.



She was presented with this good news and a check on September 15 by her Supervisor Mrs. Barbara Davis, Department Manager Mr. P. R. Meyers, and Claims Vice President Mr. J. D. Lewis, right, above.

JoAnne has been an employee in the Hospital Claims Department, G-99, for 3½ years, and her winning suggestion was based on a savings of time and money. JoAnne's responsibility is to check and pay claims for Florida subscribers who have become hospitalized in other states. Her work requires frequent follow-up on claims which have incorrect information or have necessary data deleted.

JoAnne formerly wrote out a request for information, submitted it to the wire room, and a wire was typed and sent out. This method of follow-up sometimes took six to eight weeks and required a great deal of her time as well as the wire room to complete an inquiry.

The new system she devised is a form letter attached to an inter-plan bank service benefit bank claim report. She merely checks off on this form letter what information she desires and staples it to the claim report form. She adds that it is only necessary to follow-up in this manner one or two times and frequently a reply is received in a week or less.



The "Welcome Home" banner which greeted H. A. Schroder in his office on Monday morning, September 22, spoke for everyone! This was his first day in the office after a month's tour of several European countries.

CLAIMS DIVISION PROMOTIONS



Barbara Sprenger



Margaret Smith



Jerry Ludden

Vice President of Claims, Mr. J. D. Lewis, has announced the following promotions:

Barbara Sprenger has advanced from Section Leader, Federal Employee Blue Cross Claims, to Supervisor, Blue Cross Federal Employee Claims file sections. *Margaret Smith* has been promoted from Section Leader, Complementary Coverage Blue Cross Claims, to Supervisor, Complementary Coverage Blue Shield Claims. She replaced Susan Fink who has been made Supervisor of the Blue Shield Review Section, a department presently being formed. *Jerry Ludden* has been promoted to Supervisor, Blue Cross Hospital Billing Department.

Barbara was originally employed in 1962 in the paid files area. She next worked in Federal as a stat-coder for the admissions desk. In 1964 she worked in the Bank Department before leaving for maternity reasons. She returned to work in April, 1965, and has steadily progressed with the company since that time.

Margaret has been an employee since September, 1966, originally assigned to Medicare B. She transferred to Complementary Coverage in March, 1967, and became a Blue Cross Section Leader a year later. When that department was divided this past May, she was put in charge of the Blue Cross Section. Her new assignment, like Barbara Sprenger's, was effective September 15.

Jerry was originally employed with the company in 1950 when Blue Cross was only in its sixth year in Florida, and was working in the Hospital Billing Department when she left nine years later to start a family. She returned to that same department this past February.

GIRLS' SOFTBALL TEAM RANKS 4TH IN NATION

Four Blue Cross and Blue Shield girls are members of Carters Rebels Women's Softball team which finished fourth in the recent national playoffs in Chattanooga.

Competing in the tournament August 29 through September 1 against 48 other teams they were defeated 3-1 by the 1968 defending champions from Cincinnati, Ohio, on the final day of competition. The winners of the national championship were the Miami Dots, a team which Carters has defeated six out of eight times. Carters ranked second in the nation in 1968.

Employees on the team are Captain Pat Keane (Medicare A), Laura Rountree and Karlene Zink (Medicare B), and Winnie Waddell (Subscribers Service). Four titles to their credit this year are the Jacksonville City League and Metro Champions, Savannah and St. Petersburg Invitational Champions. Their record was 52 wins and 7 losses.

700 EMPLOYEES "SHOT" AT WORK



Some took aim . . .



Many waited . . .



Some smiled . . .



Some didn't . . .

Most people are as nervous as a cat in a room full of rocking chairs when it comes to taking a shot. Not so with nearly 700 Blue Cross and Blue Shield employees who received their free flu shots on September 12. This is a big increase over last year when only 438 took advantage of this free employee benefit.

Seven company R.N.'s administered the vaccine including headquarters' nurse Mrs. Imogene Mullins and Universal Marion Building nurse Mrs. Ruth Williams. Assisting them were Debbie Rivers, Nancy Brown, Margaret Rambo, Nadine Deese and Betty Dexter.

Night shift employees as well as several who missed the shots on Friday were able to get them on the following Monday from Mrs. Mullins at headquarters or Mrs. Williams at the Universal Marion Building. The vaccine, far superior over former vaccines used, offers additional protection from all virulent strains of influenza with fewer side reactions. The dosage was only 1/2 cc and no follow-up shot is required.

CREDIT UNION CHANGES VOTED

A special meeting was called to order by President N. G. Johnson on September 3, 1969, at 4:45 p.m. for the purpose of amending the by-laws of the Blue Cross and Blue Shield Employees Credit Union.

During the meeting, which was held in the sixth floor employees' cafeteria, the following by-law amendments were passed. Briefly, they are:

1. Change the length of time that records of the Credit Union must be retained from ten years to five years.
2. Make it possible for a director, officer or committeeman to borrow from his own Credit Union, provided the combined loans of all directors, officers and committeemen shall not exceed 10% of the capital and deposits of the Credit Union.
3. Change the amount of money that must be set aside as a reserve fund. Presently, 20% of the net earnings for the year must be set aside until the Reserve Fund equals 20% of the capital of the Credit Union. With the change, 20% of the net earnings will be set aside until the Reserve Fund reaches \$3,000.00. After the reserve fund reaches \$3,000, then 10% will be set aside until the Reserve Fund reaches 10% of the total of the outstanding loans.

These changes were acted upon in accordance with the action taken in the last special session of the State Legislature.

EXPANSION RESULTS IN UTILIZATION REVIEW MOVE

In February the Utilization Review Department moved from the ninth floor of the Riverside Headquarters to the nearby Agency Building where there was more room for expansion. At that time the department consisted of six employees.

On September 4, the department had not only grown in size, but had actually tripled. Seventeen employees could no longer efficiently operate in the Agency Building location, and were moved downtown to the Universal Marion Building on the eighth floor. In addition to the 17 internal employees, the department has also added four field representatives.



The majority of the Utilization Review Department employees are shown above in their new location. Supervising the department are, standing above from left, Jock McAbee, George Quinney and Dole Doublerly, manager.

THE BIGGEST GROUP IN THE WORLD

The biggest group in the world gives the Blue Cross and Blue Shield health care system a real test. The 4,700,000 persons covered nationally through the Federal Employee Program (FEP) daily test the system's ability to deliver benefits.

If acceptance by the employees is a measure of the Program's success, it is overwhelming. In nine years, the number of Blue Cross and Blue Shield FEP contracts has increased by 562,419. Blue Cross and Blue Shield's share of the total number of Federal Employees enrolled by all carriers has climbed from 54% to 58%.

To put Federal employees on an equal basis with private enterprise, Congress provided for a health benefits plan for all U.S. Government Employees to be administered by the Civil Service Commission effective July 1, 1960. The government would bear a portion of the cost for coverage with payroll deduction for the remainder.



The Florida Blue Cross and Blue Shield Federal Employee Program Claims Department paid \$61,883,000 in benefits for government employees from July 1966 through December 1968.

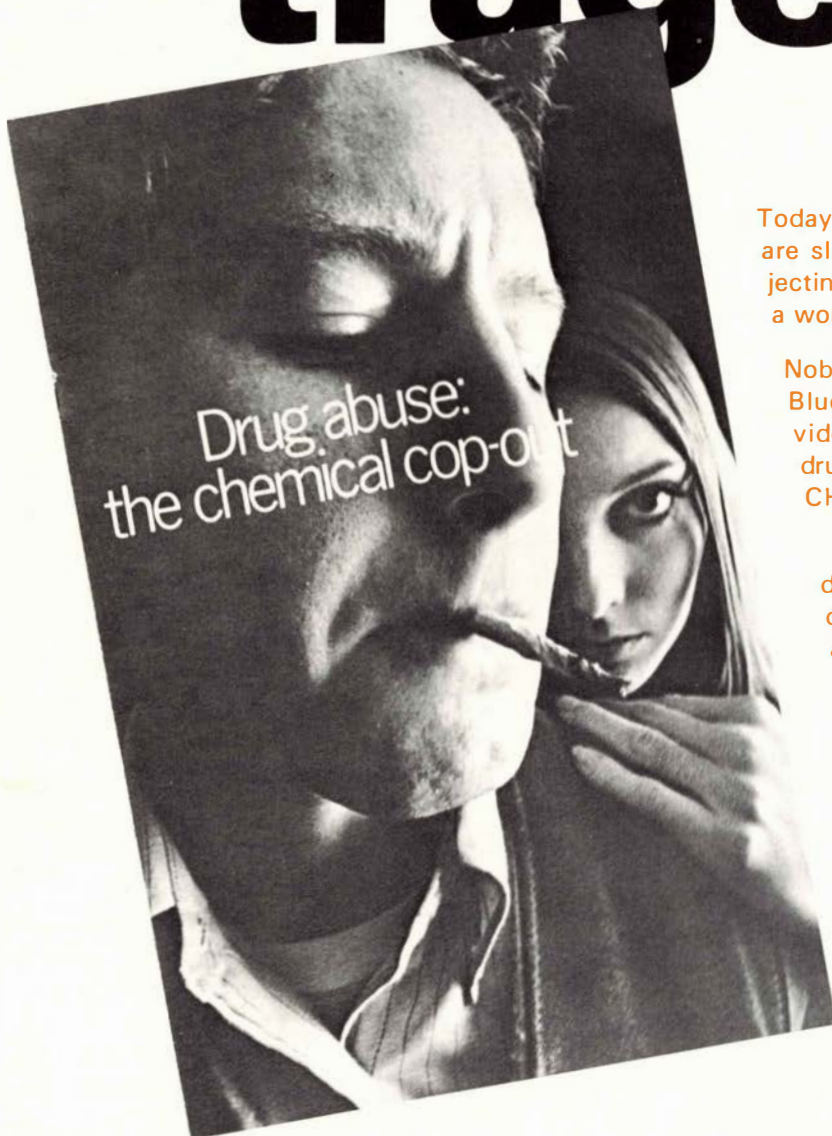
In the initial enrollment, 937,600 employees (or 54% of all those enrolled under any carrier) selected Blue Cross and Blue Shield. Within two years, Blue Cross and Blue Shield reached 1,000,000 contracts or 54.9% of those participating.

By June 30, 1969, Blue Cross and Blue Shield had an enrollment of 1,500,067 Government Employees or 58% of those enrolled in the Program. When you add family members, it means this one program covers over 4,700,000 people. In Florida, 35,872 Government Employees are covered by Blue Cross and Blue Shield or 58.2% of those enrolled in the program in the State.

Benefits in excess of \$2 billion have been paid nationally for Government Employees covered under FEP from July 1966 through December 1968. For 1969, annual benefits are expected to reach about \$500,000,000 nationally.

Year after year, improvements in benefits have been made in the Blue Cross and Blue Shield Federal Employee Program to keep pace with developments in the health care field and better meet the needs of employees and their families.

An American tragedy.



Today more than ever before, millions of Americans are slamming the door on society. Copping-out. Rejecting their families and committing themselves to a world of kicks. Why? How? Where? When?

Nobody has all the answers. But Blue Cross and Blue Shield offers you a free booklet to help provide basic information and understanding of the drug problem. It's entitled: "DRUG ABUSE: THE CHEMICAL COP-OUT."

The 48-page booklet takes an honest look at drug users. Drug traffic. Types of drugs. The dangers and effects. The treatment. And examines factors contributing to increased drug use among our younger people.

More than 45,000 of the drug abuse books have already been sent to doctors, hospitals, law enforcement departments, high schools, colleges, churches, and the general public. Write or call Blue Cross & Blue Shield of Florida if you would like a copy. The address is 532 Riverside Avenue, Jacksonville, Florida 32201; phone is area 904 - 791-6111.

BLUE CROSS®



BLUE SHIELD®

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